

7 Best Practices for Video Curation

- 1. Visibility.** Make sure you've got at least one video widget or player visible above the fold on your homepage, with a link to more videos. In addition, widgets at the bottom of your pages should be used to keep your site fresh with updated playlists.
- 2. Frequency.** Curate at least 25 new videos onto your site each week to maintain a steady influx of fresh content. Change your homepage video daily, if possible.
- 3. Keywords.** Make sure that you've got your video collection designed around the top 10 or 20 (or 200!) keywords and phrases. Use tags and categories to make your videos easy for visitors to search and explore. Use tag-based playlists to create topical collections that you can sort easily and efficiently.
- 4. Automatic Video Discovery (AVD).** Find great videos in your sleep. Build AVD searches and schedule them to sweep the web regularly for great topical content, then review and sort them into playlists when you're ready.
- 5. Implement Single Sign On (SSO).** Create a seamless experience for members. With SSO, users who are already logged in to your site can vote, share, and comment without having to create a new account or password.
- 6. Video in context.** Feature great videos within blog posts, articles, and editorial elements to engage visitors and encourage them to explore more of your quality curated content.
- 7. Be social.** Make sure to share your curated video content with fans online through social media channels. This, in turn, encourages more shares and tweets that drive traffic directly to your video site.

Bottom line?

Video is a great way to engage audiences. However, getting visitors to click the play button takes more than just a link to some videos and a good collection. Trying different ways to share, display, and promote video content can help skyrocket engagement on your video channel.